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"The Story of Levi Leipheimer - The Levi Effect" Rides into Cinemas with Cyclist's Inspiring Story

NCM® Fathom Events, Citizen Pictures and Bike Monkey Present In-Depth Look into the Life of Professional Cyclist, Tuesday, October 23 in Select Movie Theaters Nationwide

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Pro cyclist Levi Leipheimer has raced his way through some of the cycling world's most celebrated contests including the Tour de France, the Olympics and most recently, the USA Pro Cycling Challenge where he finished third overall. Next, Leipheimer cruises onto the big screen with "[The Story of Levi Leipheimer — The Levi Effect](#)" on Tuesday, October 23 at 7:30 p.m. local time. Broadcast to select movie theaters across the country, Leipheimer will kick off this special in-theater event with an introduction of "The Levi Effect," an inspiring documentary that chronicles the twists and turns of his life's journey — both on and off the bicycle. Presented by NCM Fathom Events, Citizen Pictures and Bike Monkey, the event will also feature a panel discussion, pre-recorded on Sept. 28 in Santa Rosa, Calif., during the GranFondo cycling event, with actor Patrick Dempsey ("Grey's Anatomy"), filmmaker Frank Matson ("Race Across the Sky" 2009 & 2010) and Leipheimer. They will discuss the current state of professional cycling, Leipheimer's experience racing alongside teammate Lance Armstrong with the U.S. Postal cycling team, as well as what the future holds for the sport of cycling.

Tickets for "[The Story of Levi Leipheimer — The Levi Effect](#)" are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*). The event will be broadcast to more than 560 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"Being at the center of this story has forced me to reflect on my life in ways I never before considered," said Leipheimer. "It made me realize the bigger result of believing in a dream which this story conveys in a way that will inspire others to do the same."

"The Levi Effect" is the true story of Leipheimer, who left behind the mountains of Butte, Mont., for a life of cramped hotels, endless traveling and grueling training hours. After years of struggling against the world's top athletes, Leipheimer finally earned a spot in their ranks. Now, at the apex of his career, he finds himself in a place that he'd never considered: that his greatest legacy may not be his racing success on the bike, but rather how he's carried that success off the bike and captured the hearts of fans around the world.

"Levi Leipheimer will inspire movie theater audiences with his triumphant story of becoming one of cycling's elite athletes," said Shelly Maxwell, executive vice president of NCM Fathom Events. "The evening will wrap with a discussion about the sport from different perspectives including the cyclist, the actor and the film maker. No cycling fan will want to miss this event."

Levi Leipheimer's King Ridge GranFondo is a challenging, long distance, mass-participation cycling event that welcomes professional, amateur and recreational cyclists of all abilities. Thousands of riders will set out from Santa Rosa, Calif., on Sept. 29 on the ride through Sonoma County. While not strictly competitive, the ride is timed to ensure that cyclists complete the entire course and have some way to gauge their performance along the route.

About National CineMedia (NCM)

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom Events](#) present cinema advertising and events across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 181 Designated Market Areas® (49 of the top 50) and includes over 19,000 screens (approximately 17,800 digital). During 2011, over 670 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 700 locations in 167 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.FathomEvents.com.

About Citizen Pictures

Denver-based Citizen Pictures has been an internationally recognized broadcast and commercial production company for more than 25 years. Citizen Pictures offers writing, producing, directing, live-action shooting, motion graphics and 3-D animation to networks, corporations and agencies. For more information visit www.citizenpictures.com.

About Bike Monkey

Bike Monkey is a bicycle culture portal that promotes the adventure and passion of cycling through a variety of outlets. Active since 2005, Bike Monkey organizes several races across multiple formats, publishes a quarterly cycling journal to a nationwide subscriber base, and provides consultation and event services to other cycling promoters. To learn more about Bike Monkey, visit www.bikemonkey.net.

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